

THE CITY OF  
**COLUMBUS**  
Youth Employment  
**CHALLENGE**

## SOCIAL MEDIA TOOLKIT

### WHAT IS THE COLUMBUS YOUTH EMPLOYMENT CHALLENGE?

The Columbus Region has more than 20,000 teens and young adults aged 16-24 who are out of school and unemployed. Mayor Michael B. Coleman is working to identify more employment opportunities to help these young people find full-time, part-time or seasonal employment. COWIC, the region's workforce investment partner, has identified more than 1,200 job openings for more than 4,000 applicants for S.O.A.R.hire!, central Ohio's summer job initiative for youth and young adults. However, Mayor Coleman believes the business sector can offer full-time, part-time and seasonal positions year round to fill the jobs gap.

#614HIRESYOUTH

[Columbus.gov/YouthJobs/](http://Columbus.gov/YouthJobs/)

## COLUMBUS YOUTH EMPLOYMENT CHALLENGE

### HOW CAN YOU PARTICIPATE?

The Columbus Partnership, Columbus Chamber, Columbus 2020, Experience Columbus, the Greater Columbus Arts Council, the Human Service Chamber and local labor unions are encouraging member businesses and organizations to take part in the Youth Employment Challenge.

You can join the effort by:

- Identifying available full-time, part-time and seasonal positions in your organization.
- Sending emails, social media posts and texts to your colleagues and friends endorsing the challenge and asking them to join us.
- Joining Mayor Coleman on Wednesday, May 20, 2015, for an announcement about Youth Employment Challenge.
- Add the link [Columbus.gov/YouthJobs/](http://Columbus.gov/YouthJobs/) to the Youth Employment Challenge on your website.



# COLUMBUS YOUTH EMPLOYMENT CHALLENGE

## SUGGESTED TWEETS

What #614HIRESYOUTH is all about? It’s a program to help youth adults find employment. Join @ColumbusGov: [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)

Join #614HIRESYOUTH by sending out a letter, social media or text colleagues & friends endorsing the challenge & asking them to join us.

We’re redefining employment programs! Join the #614HIRESYOUTH challenge & make a difference in the community. [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)

Help spread the word!  
Share the news  
#614HIRESYOUTH: (Content)

Join in #614HIRESYOUTH! Follow @ColumbusGov & @SoarHireFC to learn more.

@MichaelBColeman announced #614HIRESYOUTH! Learn more here: [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)

Want to make a difference? Add a link to #614HIRESYOUTH on your organizations website. Learn more here: [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)

#614HIRESYOUTH #Columbus Here’s what you need to know: (Content)

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## SUGGESTED FACEBOOK POST

Learn what #614HIRESYOUTH is all about here: [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)

Join #614HIRESYOUTH by sending out a letter, social media or text colleagues & friends endorsing the challenge & asking them to join us.

We’re redefining employment programs! Join the #614HIRESYOUTH challenge & make a difference in the community. [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)

Tell Us: How are YOU participating in #614HIRESYOUTH? Take a photo, video or a #CbusWorks selfie and share what you’re doing on Facebook, Twitter and Instagram!

Join the #614HIRESYOUTH challenge and help young adults find jobs!  
Visit [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)

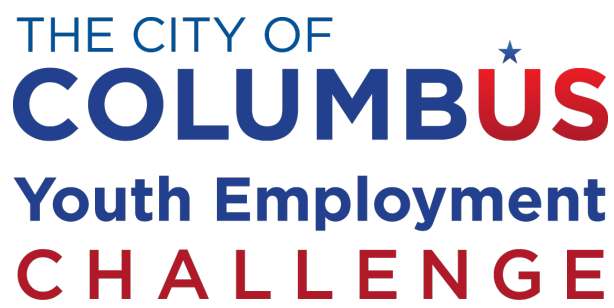
#614HIRESYOUTH was created to identify more employment opportunities to help young adults find seasonal, full-time, or part-time employment.

Join the challenge and Like @ColumbusGov on Facebook and learn more: [Columbus.gov/YouthJobs/](https://Columbus.gov/YouthJobs/)



# COLUMBUS YOUTH EMPLOYMENT CHALLENGE

## IMAGES



# COLUMBUS YOUTH EMPLOYMENT CHALLENGE

## RESOURCES

### #614HIRESYOUTH ON SOCIAL MEDIA

**Hashtag:** #614HIRESYOUTH

**Facebook:** [facebook.com/CityofColumbus](https://www.facebook.com/CityofColumbus) & [www.facebook.com/MayorMichaelBColeman](https://www.facebook.com/MayorMichaelBColeman)

**Twitter:** @ColumbusGov, @MichaelBColeman, @SoarHireFC

**Instagram:** @MayorMikeColeman

**Questions?** Contact us at <http://columbus.gov/YouthJobs/> & [www.cowic.org](http://www.cowic.org)

### Websites:

Website: <http://columbus.gov/YouthJobs/>

Employer sign up: <http://columbus.gov/YouthJobs/> & [www.cowic.org](http://www.cowic.org)

### To Share:

Content: <http://columbus.gov/YouthJobs/> & [www.cowic.org](http://www.cowic.org)

Imagery: <http://columbus.gov/YouthJobs/> & [www.cowic.org](http://www.cowic.org)